Welch's Howdy Doody Cook Book

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NEW SUNDAE TREAT

Royal Purple Sundae: Pour Welch's Concentrated Grape Juice, just as it comes from the can, over vanilla ice cream.

Howdy Doody Friends

Very frankly, this is *not* the cook book to take with you to a desert island. It was planned very simply—for fun, for information and for children.

We've found out that children like grape juice—well, just about as much as they like jellies and preserves. As you riffle through the pages, may we especially call your attention to grape gelatine (a grand, easy-to-make dessert), to grape juice with ham (wonderful way to dress up inexpensive cuts), to baked fruit in grape juice (*that*, your family will love), and to the complete party descriptions in the center section.

We've tried to include only those recipes that we think your family will be bound to enjoy. You will notice that we usually start out with a simple, basic recipe and work our way forward with variations. Our hope is that you will realize very quickly—perhaps without ever referring to this booklet again—what can be done with grape juice and jellies and preserves to make foods taste better and look prettier.

For the rich grape-purple of our juice does look as good as it tastes. Try just one recipe, and serve it tonight. Watch your family's eyes brighten—listen with a pleased smile to the compliments you'll get—watch the dish disappear in nothing flat.

And if you have any comments of your own—brickbats or bouquets—we'd love to hear from you.

BARBARA COLLYER

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THE WELCH GRAPE JUICE COMPANY
Westfield, N. Y.

WHAT A WAY TO START THE DAY

The icy, spring-fresh tang of Welch's Frozen Concentrated Grape Juice makes a grand change from other breakfast juices. And it's now fortified with Vitamin C, the same healthful vitamin that's in orange juice. Try setting the luscious purple glasses on a few green leaves plucked from your garden. It's the sort of "good morning" that makes your whole day.

DIRECTIONS FOR RECONSTITUTING WELCH'S FROZEN GRAPE JUICE

Open can, pour into quart pitcher or other container. Add 3 cans of very cold water. Mix well and pour into serving glasses. To make one serving, stir 4 tablespoons of the frozen juice into an 8 ounce glass filled ¾ full with cold water.

VARIATIONS:

Add 2 tablespoons lemon juice to reconstituted frozen grape juice.

Use equal parts of reconstituted frozen grape juice and fresh or reconstituted orange juice.

Use equal parts of apple juice and reconstituted frozen grape juice.

Use 1 part grapefruit juice to 2 parts reconstituted frozen grape juice.

Use 1 part apricot nectar to 2 parts reconstituted frozen grape juice.

GRAPE-FLAVORED GRAPEFRUIT

Halve and section grapefruit. Sprinkle each half with 1 tablespoon Welch's frozen grape juice.

SECTIONED ORANGES WITH GRAPE JUICE

Pare oranges, removing white fiber with skin. Run sharp knife along each side of fiber that surrounds orange sections, and remove pulp. Arrange on small plates or in sherbet glasses, and sprinkle each serving with 1 tablespoon Welch's frozen grape juice.

GRAPE-FLAVORED SLICED BANANAS

Peel and slice bananas into serving dishes. Sprinkle each serving of fruit with lemon juice and 1 tablespoon Welch's frozen grape juice.

PURPLE COW SHOWS

This is little Royal Purple® Cow —the cow who loves to eat the same sort of rich, delicious grapes that go into making Welch's Grape Juice.

YOU HOW

GRAPE JUICE WITH MILK

When Purple Cow was a baby calf, she didn't like to drink her milk—can you imagine that? There are, Heavens to Betsy, even some little boys and girls who feel exactly the same way about milk. But Mother Cow knew milk was so good for her child that she found a way to make Purple Cow like it. She mixed it with grape juice! And surprise!—it didn't taste like milk at all. It tasted like a smoother, blander, creamier grape juice. Mother Cow said, "What a wonderful idea for any child who's the least bit fussy about milk."

ROYAL PURPLE COW'S FAVORITE DRINK

¼ glass Welch's grape juice mixed into ½ glass milk

When using frozen juice, mix 3-4 tablespoons into 8 oz. of milk. A pinch of baking soda may be added for a smoother blend, a teaspoon of sugar for a sweeter drink. Always mix the grape juice into the milk, not the milk into the grape juice. You can stir up this drink right at the table—measurements need not be too exact.

VARIATION: With Evaporated Milk: Dilute evaporated milk with equal amount of cold water, and follow directions for use with fresh milk.

ROYAL PURPLE SODA

Into each tall glass measure ⅓ cup bottled grape juice, or ¼ cup frozen grape juice mixed with ¼ cup water. Add ball of ice cream and fill glass to within 1 inch of top with sparkling water.

FROSTED GRAPE JUICE

2 cups bottled grape juice or reconstituted frozen grape juice
½ pint vanilla ice cream

Combine ingredients in bowl. Let stand a few moments until ice cream softens slightly. Beat with rotary egg beater and pour into glasses.

ROYAL PURPLE SUNDAE

Place ball of vanilla ice cream into each serving dish. Spoon undiluted frozen grape juice, just as it comes from the can, over and around ice cream. *(See inside cover picture.)*

HOW TO COOK MEAT THAT CAN'T BE BEAT

GRAPE JUICE WITH MEAT

The use of grape juice with meat and poultry gives a novel and gourmet touch to many recipes. The less tender cuts of beef, for instance, after soaking in grape juice with herbs and other seasonings, and after long simmering in the same liquid, will be tender and flavorful. Lamb and veal are also delicious cooked slowly in the same "marinade". A whole or halved ham, a loin or butt, and roast chicken and duck will have an attractive glaze as well as delicious flavor when grape juice is used for basting. A casserole of chicken with vegetables will have a subtle and indescribable flavor.

BEEF POT ROAST

- 1 beef pot roast, 3 to 4 pounds
- 2 cups Welch's bottled grape juice or reconstituted frozen grape juice
- 3 medium onions, sliced
- 1 large celery stalk, cut
- ¼ teaspoon allspice
- ¼ teaspoon oregano or thyme
- 2 bay leaves
- Salt
- ¼ teaspoon pepper
- 3 tablespoons shortening
- 3 tablespoons flour
- ¼ cup water

Score pot roast, top and bottom, several times with sharp knife. Place in kettle, and add grape juice, onions, celery and seasonings. Baste with mixture. Cover and let stand about 4 hours. Turn roast once or twice. Drain and reserve liquid. Sprinkle roast with salt and pepper. Brown on all sides in the shortening. Pour reserved liquid over the meat. Cover and cook over low heat about 2 hours until tender. Time depends upon cut of meat. Remove meat to hot platter. Mix flour with the cold water to a smooth paste, and stir into hot liquid. Continue stirring until sauce thickens. Add salt, if necessary. If desired, liquid may be strained before adding flour paste. Yield: 8 to 10 servings.

SLICED LEFTOVER ROAST

Slice cold roast and saute slices lightly on both sides in drippings or other shortening. Add enough Welch's grape juice or reconstituted frozen grape juice to almost cover meat. Cook, uncovered, over low heat 5 to 10 minutes.

GLAZED ROAST CHICKEN

Prepare chicken, and stuff. Rub with salt, pepper, butter or other shortening, and roast in moderate oven (350° F.) until evenly browned, about 1½ hours. Baste occasionally with extra fat. Pour 1½ cups bottled grape juice or reconstituted frozen grape juice over and around chicken, and continue baking about ½ hour until well glazed. Baste occasionally with liquid in pan.

GLAZED SMOKED HAM LOIN (BUTT)

Place butt on ovenproof platter, 2 to 3 inches larger than the meat. Bake in slow oven (325° F.) 45 minutes. Remove from oven and drain off fat. Pour 1 cup Welch's bottled grape juice or reconstituted frozen grape juice over and around meat. Return to oven and continue baking 45 minutes. Baste occasionally with liquid from bottom of platter.

Note: The same method may be used for a whole or halved ham by increasing amount of grape juice according to size of meat and baking pan.

CASSEROLE OF CHICKEN

- 1 3½ to 4 pound chicken
- Salt
- Pepper
- 4 tablespoons butter or margarine
- ¼ cup minced celery
- ¼ cup minced onion
- ¼ cup minced carrot
- ¼ pound sliced mushrooms
- Minced, cooked giblets
- ½ cup giblet stock
- 2 cups Welch's bottled grape juice or 1 can Welch's frozen grape juice and 1 can water.

Have chicken cut in pieces for serving. Rub with salt and pepper and saute until very lightly browned in butter or margarine. Remove from skillet. Add minced vegetables and sliced mushrooms, and cook 2 minutes. Arrange chicken in skillet or in large casserole. Add minced, cooked giblets, stock in which they have been cooked, and grape juice. Cover and simmer over low heat or in slow oven (275° F.) about 1 hour until chicken is tender. Add more salt and pepper, if necessary. If a thick sauce is desired, stir 3 tablespoons flour to a smooth paste with ½ cup water or sour cream. Stir into mixture and cook over low heat a few minutes until sauce thickens. Yield: 4 to 6 servings.

ROAST LONG ISLAND DUCKLING

Prepare Long Island duckling. Rub inside and out with salt and pepper. Stuff with bread or fruit stuffing. Roast, breast-side up, uncovered, in slow oven (325° F.) 1 hour. Remove from oven and pour off fat. Add 1½ cups Welch's bottled grape juice or reconstituted frozen grape juice. Return to oven for about ½ hour until tender. Baste occasionally with the grape juice. Serve garnished with sliced oranges with a spoonful of grape jelly arranged on each slice.

HEY, HOWDY

GRAPE JUICE WITH GELATINE

Making one of the most delicious gelatine desserts you ever tasted is as simple as using Welch's grape juice with just a little water. We like the rich, full-bodied flavor of the slightly diluted grape juice; but there's no reason you can't stretch the juice with water according to your own taste. This is a dish that can proudly take its place in the most formal of dinners. It looks simply elegant!

GRAPE-LEMON GELATINE

1½ cups Welch's bottled grape juice
½ cup water
OR 2 cups Welch's reconstituted frozen grape juice
Dash of salt
1 package lemon-flavored gelatine

Heat either ½ cup grape juice and ½ cup water, or 1 full cup of reconstituted juice. Add salt and gelatine, and stir till dissolved. Add remaining cold grape juice. Pour into 1 large mold, or into individual molds, and chill till firm. Yield: 4 servings.

Note: 1 tablespoon sugar may be dissolved with gelatine if a sweeter dessert is desired.

VARIATIONS:

Grape Juice Whip: Chill jellied grape juice until about as thick as egg white. Beat with rotary or electric beater until thick and fluffy. Pile into sherbet glasses. Yield: 6 servings.

Bavarian Cream: Chill jellied grape juice until about as thick as egg white. Whip 1 cup heavy cream, or ⅔ cup chilled evaporated milk, or ⅓ cup dry skim milk mixed with ⅓ cup water and 1 tablespoon lemon juice, and fold gelatine mixture into this. (To whip powdered milk, see directions on package.) Yield: 6 servings.

Jellied Fruit: Chill jellied grape juice until about as thick as egg white. Fold in 1½ cups cut fresh (except pineapple) or canned fruit. Yield: 6 servings.

DESSERTS ON!

GRAPE JUICE GELATINE

1 envelope unflavored gelatine
1¾ cups Welch's bottled grape juice (may be diluted) or reconstituted frozen grape juice
⅓ cup sugar
⅙ teaspoon salt
2 tablespoons lemon juice

Combine gelatine and ¾ cup grape juice in top of double boiler. Soak 5 minutes. Add sugar and salt and stir over hot water until dissolved. Add remaining grape juice and lemon juice. Pour into mold and chill until set. Yield: 4 servings.

VARIATIONS:

Substitute ½ cup orange juice for same amount of cold grape juice.

Substitute ½ cup grapefruit juice for ⅜ cup cold grape juice and the lemon juice.

GRAPE JUICE SPONGE

Use recipe for Grape Juice Gelatine. Increase sugar to ½ cup. Chill until slightly thicker than egg white, and whip until light and foamy. Beat 2 egg whites until stiff but not dry. Add gelatine mixture. Beat with electric beater or place bowl in ice water and beat with rotary beater until mixture will hold its shape. Turn into glass bowl or into large or individual molds and chill until firm. Unmold and serve with soft custard made with the 2 egg yolks. Yield: 6 servings.

BAVARIAN CREAM

1 envelope unflavored gelatine
1½ cups Welch's bottled grape juice (may be diluted) or reconstituted frozen grape juice
½ cup sugar
⅙ teaspoon salt
1 cup heavy cream, or ⅔ cup chilled evaporated milk

Soak gelatine in ½ cup grape juice. Heat remaining grape juice. Add sugar, salt and soaked gelatine. Stir until dissolved, and chill until about consistency of egg white. Whip cream or evaporated milk. Fold gelatine mixture into this. Pour into glass bowl or into mold and chill until firm. Yield: 6 servings.

GRAPE CHIFFON PIE

Use recipe for Bavarian Cream with following variations: Increase sugar to ⅔ cup, and mix it with 1 tablespoon flour before adding to the softened gelatine. Stir over boiling water until gelatin is dissolved and mixture thickens slightly. Chill until slightly thicker than egg white. Fold into whipped cream, evaporated milk or whipped dry skim milk. Turn into 9-inch pastry shell and chill until firm.

SWEET HARMONY WITH EVERYTHING!

GRAPE JUICE PUNCHES

As long as you've got grape juice in the house you've got yourself a party punch. For it takes beautifully to gingerale — soda — iced tea — and practically all other fruit juices. There's no other drink that's as versatile — that combines as happily with a myriad of different flavors.

WELCH'S PUNCH NO. 1

1½ quarts bottled grape juice or reconstituted frozen grape juice
1 quart orange juice
1 pint lemon juice
¾ cup sugar syrup
1 quart sparkling water

Combine chilled fruit juices with sugar syrup. Mix well and pour over block of ice in punch bowl. Add sparkling water just before serving in punch cups. Yield: 40 to 50 servings.

WELCH'S PUNCH NO. 2

1½ quarts bottled grape juice or reconstituted frozen grape juice
1½ pints orange juice
1 pint lemon juice
¾ cup sugar syrup
2 cups strong tea
1 quart gingerale

Mix fruit juices, sugar syrup and tea. Pour over block of ice in punch bowl. Just before serving, add gingerale. Yield: 40 to 50 servings.

VARIATIONS FOR EITHER PUNCH:

Place 2 quarts orange, lemon or pineapple ice in punch bowl instead of block of ice.

Add sweetened hulled strawberries or raspberries just before adding sparkling water or gingerale.

Add sliced, seeded oranges and let stand until ready to pour over block of ice.

Add two No. 2 cans crushed pineapple.

Add 1 bunch of mint. Let stand for 1 hour before straining over ice.

Add cucumber rind cut in spiral just before adding sparkling water or gingerale.

SUGAR SYRUP

3 cups sugar
1½ cups boiling water

Combine sugar and water and stir over low heat until sugar is dissolved. Cover 1 minute. Uncover and boil 3 minutes. Pour into a heated glass jar. Cover and cool. Store in refrigerator. Yield: About 2 cups syrup.

WELCH'S GRAPE JUICE WITH SODA OR GINGERALE

Mix the bottled juice half and half. Or reconstitute the frozen grape juice with soda used in place of water.

GRAPE JUICE LEMONADE

1 cup water
1½ tablespoons lemon juice
3-4 tablespoons sugar or sugar syrup
few grains salt
⅓ cup grape juice, either bottled or reconstituted

Make the lemonade first by blending all ingredients but Welch's grape juice. Then float the grape juice on top. A few sprigs of mint—or pineapple sticks and maraschino cherries—may be added for further flavor.

WELCH'S ICED GRAPE TEA

Fill tall glasses with ice cubes. Fill halfway with freshly made hot tea. Add ½ cup bottled grape juice or reconstituted grape juice, 2 tablespoons frozen grape juice, 2 tablespoons lemon juice, and add more ice if necessary. Garnish with mint sprigs.

VARIATIONS:

Place in bottom of tall glass ⅓ cup Welch's bottled grape juice or reconstituted frozen grape juice. Add equal amount of chilled iced tea. Add ball of lemon ice to each glass and fill to 1 inch of top with sparkling water or gingerale.

GRAPE JUICE WITH FRUIT

Hot or cold, Welch's juice takes to fruit like ham takes to eggs. The flavor's right, the color's right, and the combination is right. Citrus fruits, for instance, provide a new flavor experience when Welch's grape juice is added. Baked apples take on a new glamour when Welch's grape juice is added. And what it does for bananas has to be tasted to be believed.

BAKED APPLES IN GRAPE JUICE

Core 4 to 6 medium or large firm apples. Pare 1 inch of skin around top. Arrange in baking pan and fill center of each apple with sugar. Pour over and around apples 1 cup or more of Welch's bottled grape juice or reconstituted frozen grape juice to depth of ¼ inch. Bake uncovered in moderate oven (375° F.) 30 to 40 minutes until apples are soft. Baste occasionally with the grape juice. Serve hot or cold surrounded by the juice.

BAKED BANANAS

Peel bananas and sprinkle with lemon juice. Place in baking pan and pour over and around bananas 1 cup or more of Welch's bottled grape juice or reconstituted frozen grape juice to depth of ⅛ inch. Bake in moderate oven (375° F.) about 10 to 15 minutes until tender when pierced by a fork. Serve hot or cold surrounded by the juice.

BROILED GRAPEFRUIT WITH GRAPE JUICE

Halve and core grapefruit. Cut between pulp and skin and loosen sections with sharp knife. Sprinkle liberally with sugar and pour 2 tablespoons bottled grape juice or 1 tablespoon frozen grape juice on each half. Dot with butter and place under broiler until thoroughly hot. Serve as first course, or as dessert for lunch or dinner.

MELON BALLS IN GRAPE JUICE

- 1 cup Welch's bottled grape juice or reconstituted frozen grape juice
- 2 tablespoons lemon juice
- 2 tablespoons orange juice
- 1 teaspoon grated orange rind
- 24 cantaloupe, honeydew or watermelon balls

Mix grape juice, lemon juice, orange juice and rind. Pour over melon balls and chill. Serve in cocktail glasses and garnish with sprigs of mint. Yield: 4 servings.

FRUIT CUP

Combine diced pineapple, diced apple, small sections of orange and seedless grapes. For each cup of fruit, allow ½ cup Welch's bottled grape juice or ¼ cup Welch's frozen grape juice, and season to taste with lemon juice. Chill. Serve in cocktail glasses or in orange cups. Whole sections of grapefruit may be laid on top of cocktail. Garnish with candied or maraschino cherries or mint sprigs.

Howdy Doody Party*

Materials:

Dennison Crepe Paper—1 fold white and flame; 2 folds peach
Dennison Duplex Crepe Paper—white
Dennison Passepartout—red
Gummed Paper Tape, Paste, Spoolwire
Box—13″ x 7″ x 5″
Empty bottle of Welch's Grape Juice

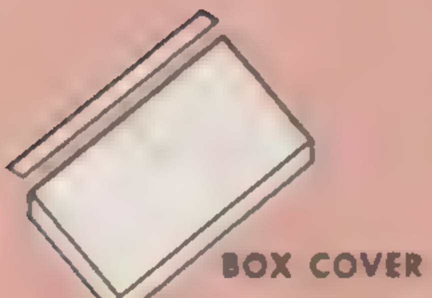


Fig. 1

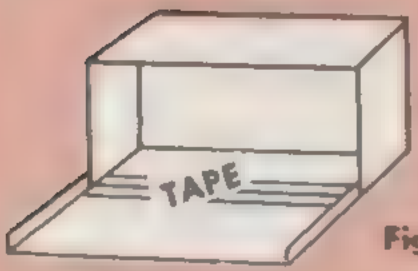


Fig. 2

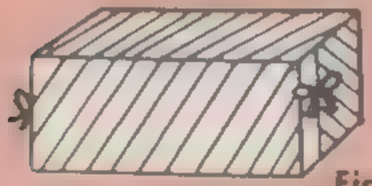


Fig. 3

Squeak Box:—Cut away one long side of box cover (Fig. 1). Flatten out the other long edge. Tape this to box, inside and out, as hinge (Fig. 2). Cover the whole box with white Duplex crepe that has been stretched. Paste red passepartout diagonally on box (Fig. 3).

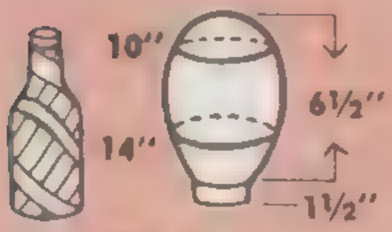


Fig. 4

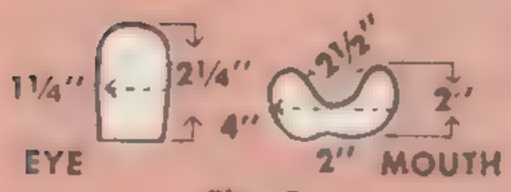


Fig. 5

Fig. 6

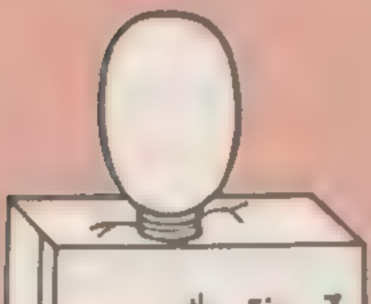


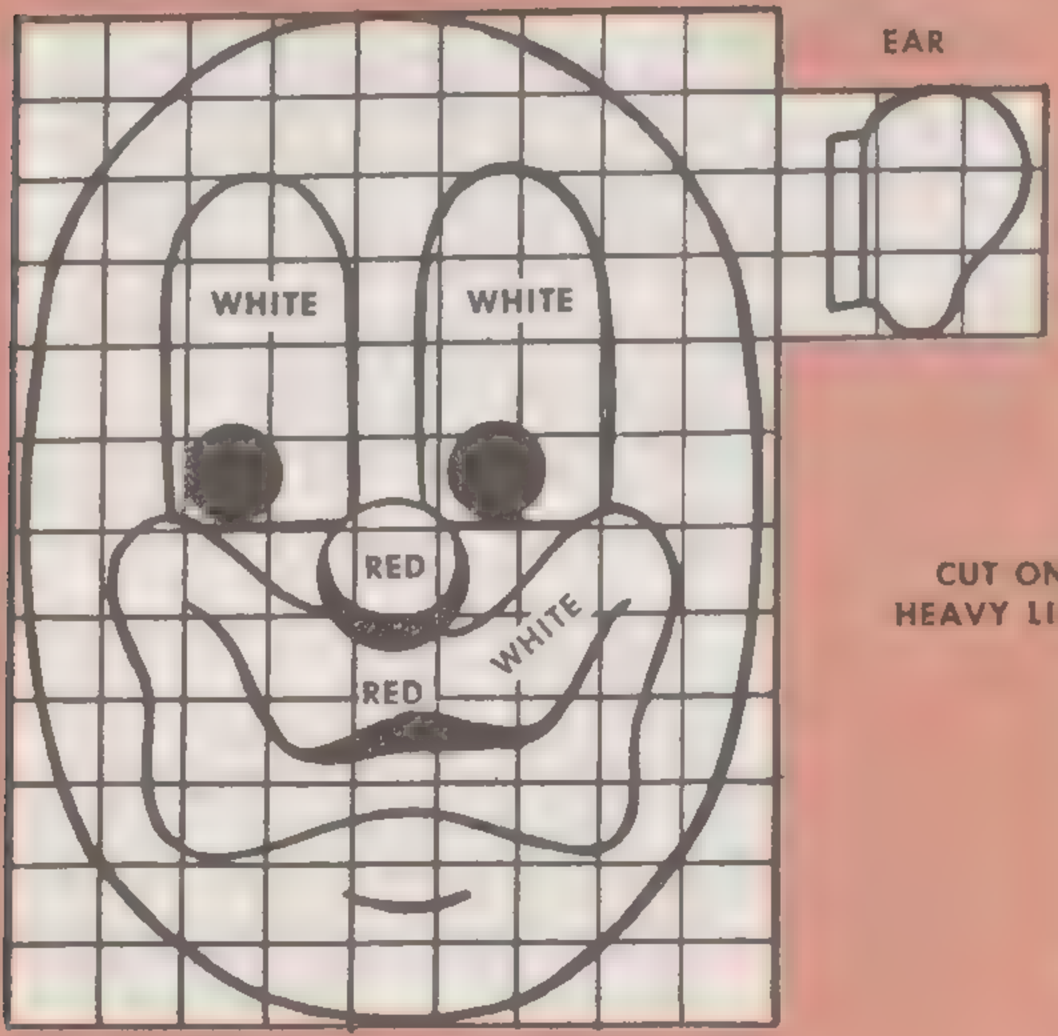
Fig. 7

Clarabell:—Wrap a Welch Grape Juice bottle with a narrow strip of peach crepe paper. Now take another strip of peach crepe 8 or 10 inches wide, stretch fully, pull through hand and wrap around bottle to form head. Leave 1½″ on bottom unwrapped for neck. Continue padding until it measures as Fig. 4. Cut strips of crepe 1½″ wide and "bandage" to hold in place. For a smooth finish paste stretched peach crepe over back and front of head. Features: Cut mouth and eye bases of white writing paper (Fig. 5). Paint a line for mouth, blue circles for eyes and small black pupils. Make a ball of red crepe for nose. Outline eyes with black. Paste 6 layers of peach crepe together and cut ears (Fig. 6). Cut a strip or red crepe paper 2″ wide and cut into coarse fringe and curl over scissors. Gather and paste fringe around ears and back of head. Paste more red fringe 4″ wide around a 1″ disc of stiff paper. Turn fringe up, cut to point and paste to top of head. Tie fringe with small piece of crepe near top. Tie head to box with spoolwire (Fig. 7).

Ruffle:—Cut a strip of white crepe 8″ x 60″. Fold in half lengthwise, gather on fold and tie around neck with spoolwire. Fill box with gifts. Paste narrow ribbon to sides of box and to top. Tie ribbons to close box.

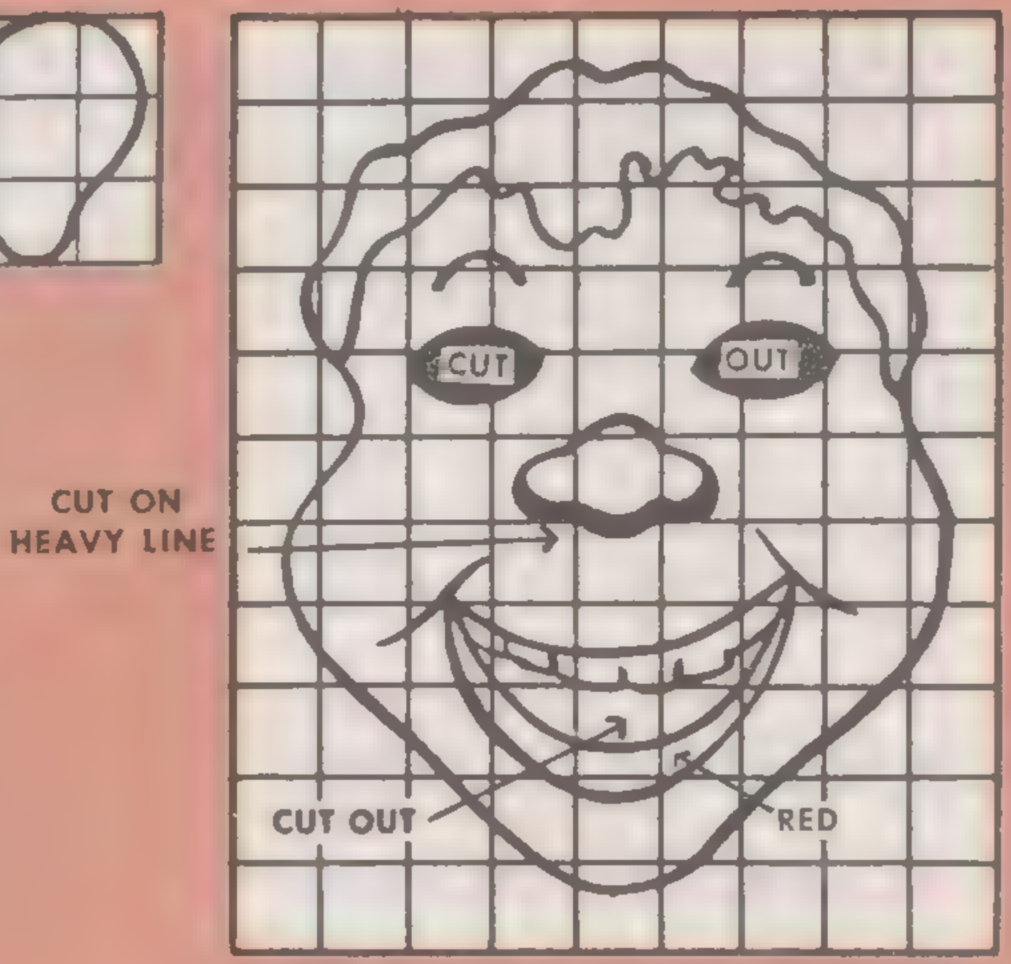
**Our thanks to the Dennison Manufacturing Company for their help in planning this party.*

1 SQUARE EQUALS 1″

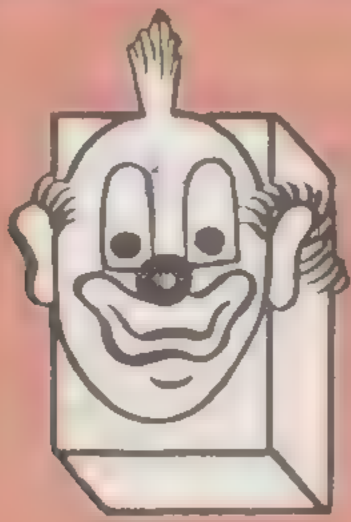


CLARABELL

1 SQUARE EQUALS 1″



HOWDY DOODY



CIRCUS TENT NUT CUP

Fig. 1

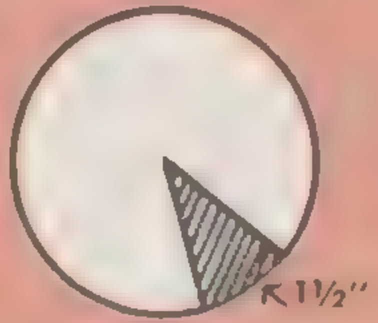


Fig. 2

INDIAN HEADBAND

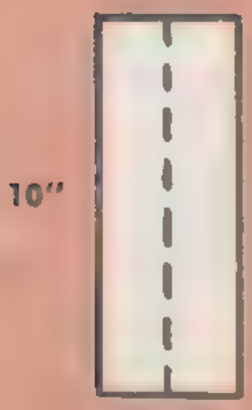


Fig. 1

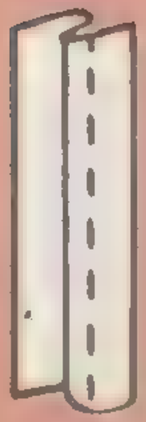


Fig. 2

Fig. 3

PAPER BAG MASKS

Materials: Dennison Crepe Paper—peach and flame
Paper bags about 8″ front and 5″ side
Red and black paint or crayon
Paste

Howdy Doody:—Cut bag to fit child's head. Draw outline of face on bag. Paste peach crepe inside the outline with the grain running up and down. When dry slip over child's head to locate eyes. Draw in features, cut teeth from white writing paper, paint lips, eyebrows and freckles with red paint or crayon and eyelashes black. Cut out mouth, eyes, and cut around nose on heavy outline, lift nose slightly. Draw hairline and paste red crepe paper inside the line.

Clarabell:—Draw outline and fill in with peach crepe as above. Paste white paper in the sections indicated. Locate eyes and cut out. Outline eyes with black and mouth with red crayon or paint. Cut a circle of of red crepe, that has been backed with writing paper, 1½″ diameter for the nose. Paste on face and cut on black line. Paste 6 layers of crepe together and cut 2 ears from it. Paste to sides of face. Cut strips of flame crepe 3″ with grain, cut into fringe and curl over scissors. Paste to sides of bag above ears. Fringe a piece of red crepe 5″ x 2″ paste to center top.

CIRCUS TENT NUT CUP

Materials: Dennison Crepe Paper—white
Dennison Matstock—red
Dennison #10 wire
Souffle cups #50
Paste

Cut a 2″ strip of white crepe across the fold. Paste to rim of cup, gathering as you paste (Fig. 1). Cut a 4″ circle of red Matstock. Cut out a wedge shaped piece about 1½″ wide (Fig. 2). Overlap circle about 1″ and paste, insert a 2½″ piece of #10 wire in top of tent roof, bend and paste to the inside. Make small pennants and paste to wire.

INDIAN HEADBAND

Materials: Dennison Duplex Crepe Paper
Assorted gummed seals
Passepartout
Paste

Cut a strip of Duplex 6″ wide 23″ long. Stretch. Fold both edges lengthwise to center, then fold in half again making a band 1½″ wide. Trim down to 23″. Decorate with colorful seals and passepartout bands. Adjust band to head size overlap and paste. Feather: Cut 2 pieces of Duplex 2½″ x 10″ with the grain. Paste together through the center lengthwise (Fig. 1). Make a small pleat through center and paste (Fig. 2). Cut into feather shape and fringe edges (Fig. 3). Paste to seam of band.

It's Howdy Doody Party-Time!

HOWDY DOODY PARTY PUNCH

3 cups Welch's reconstituted frozen grape juice
1½ cups orange juice
1½ cups pineapple juice
1 pint (2 cups) gingerale
12 marshmallows

Mix fruit juices. Pour over ice in punch bowl. Add gingerale. Halve marshmallows with a wet knife and float on top of punch. Yield: 25 servings. And remember—Welch's frozen grape juice is enriched with Vitamin C. Makes it more nutritious for children.

1. MAGIC NECKLACE

Materials: Four bowls—two at each end of the room. The two at the "starting post" have four or five beads or marbles in them.

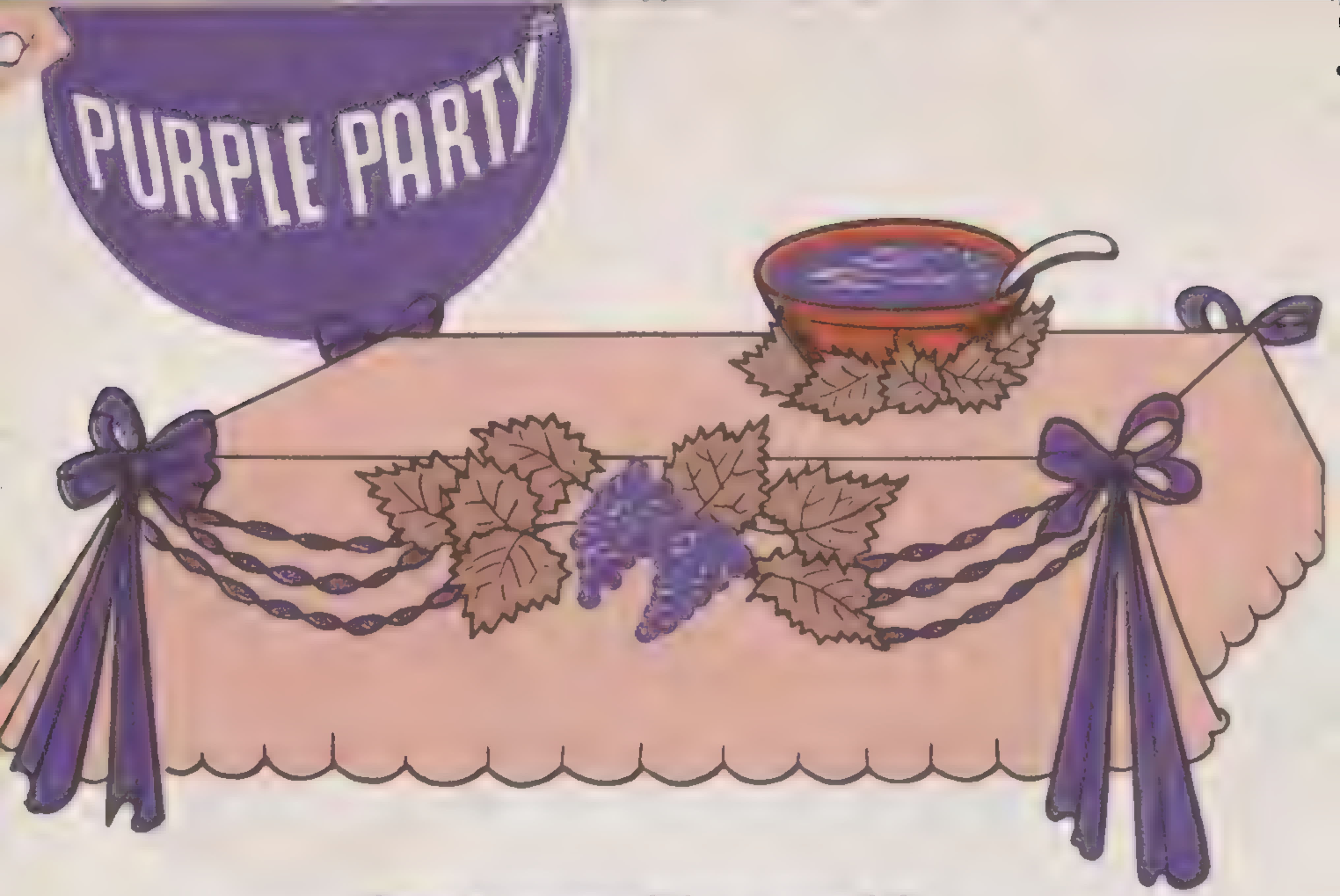
Run the game in relays of two. Give each child a tablespoon. The object is to carry the beads or marbles—one at a time—from one bowl to the other. Any bead dropped must be placed back in the starting bowl. The child that assembles the "magic necklace" fastest wins.

2. PIN THE NOSE ON CLARABELL

Using the pattern in this book (letting one square equal 2″), make a large Clarabell face on a sheet of wrapping paper. Give each child a small round circle of red paper with a pin stuck through it. The child who comes closest to pinning the nose on Clarabell wins.

3. HOWDY DOODY AND CLARABELL

One child plays the part of Howdy Doody, and stands in the center of a seated circle of the other children. He asks them questions that can be answered by " yes" or "no"—such as "Are you wearing a red dress?" or "Is it raining out?" The child addressed must answer with one honk for "yes" and two for "no". If a child answer the question incorrectly, or honks when the question cannot be answered by "yes" or "no", he leaves the circle and is given a small consolation prize of a piece of candy. The last child is the winner.



Choose your punch from any of the Welch's grape juice punches on pages 12 and 13.

Materials:

Dennison Crepe Paper—Purple, Leaf green
Dennison Duplex Crepe Paper—Moss green, Leaf green
Dennison Wire—#10, Spoolwire
Dennison Streamers—purple
Paste, Tissue Paper, Purple Ribbon

Leaves:—Enlarge pattern (Fig. 1, page 21) and cut 6 leaves from green Duplex crepe paper. Paste a 9″ piece of #10 wire down the center of each leaf, underside (Fig. 2). Wrap 3 leaves on a 9″ piece of #10 wire (Fig. 3) and add a tendril made by winding a 12″ piece of wire around a pencil that has been covered with green crepe. Make two sprays of leaves.

Grapes:—Crush an 8″ sq. of tissue into a ball ¾″ in diameter. Stretch purple crepe paper over the ball and fasten with spoolwire, cut away surplus crepe (Fig. 4). Wrap wire stem with a narrow strip of purple crepe. Make about 36 grapes. Wrap the grapes on a 9″ piece of #10 wire, with green crepe (Fig. 5). Cluster them together to make the bunch larger towards the top. Make two bunches of grapes. Fasten completed spray to center front of table. Make another garland of leaves to place around the punch bowl. Use pink tablecloth for best effect.

Our thanks to the Dennison Manufacturing Company for their help in planning this party.

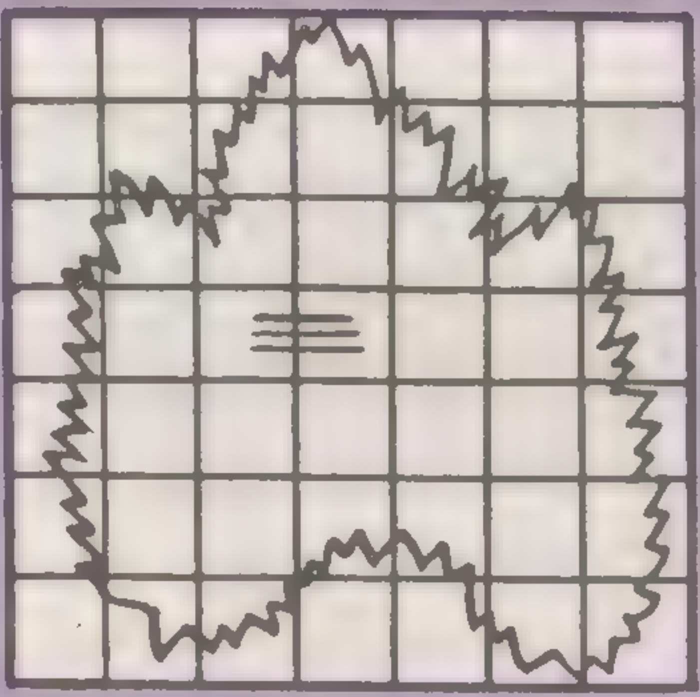


Fig. 1

1 SQUARE EQUALS 1''

LEAF PATTERN

Small Leaf Pattern for Leaves on Napkin Holder and Headband. Use this exact size.

Fig. 2

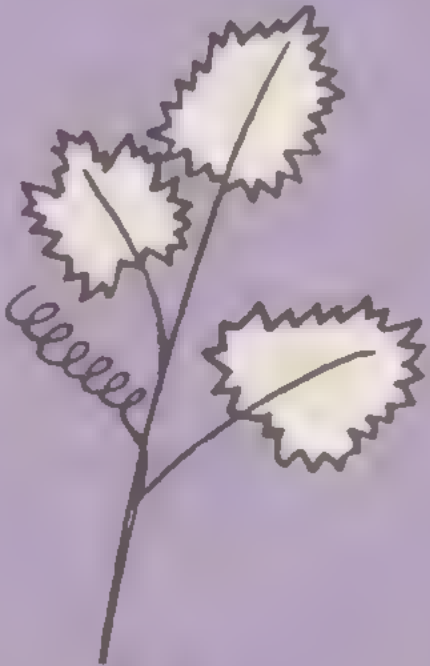
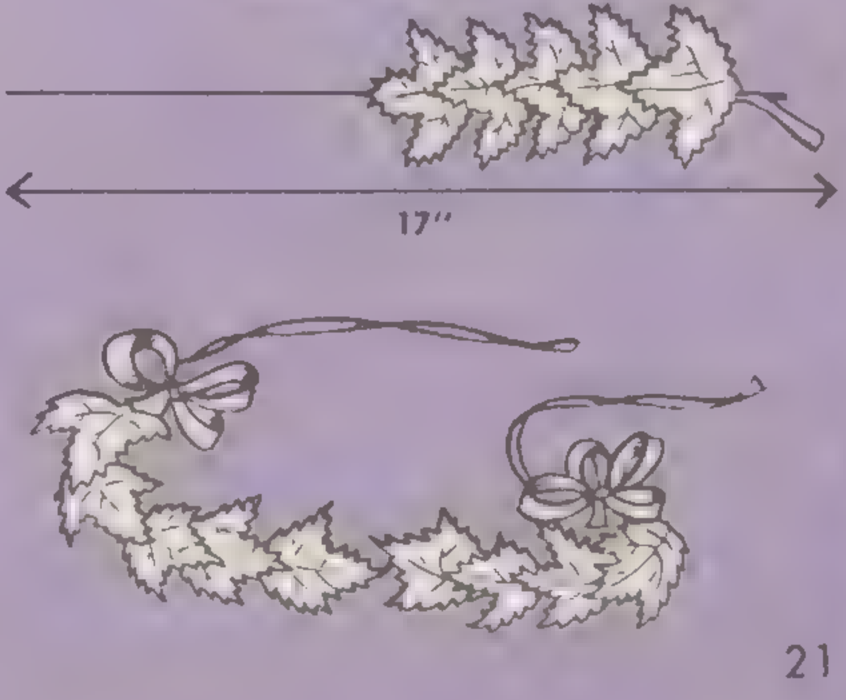


Fig. 3

NAPKIN HOLDER

GRAPE LEAF HEADBAND



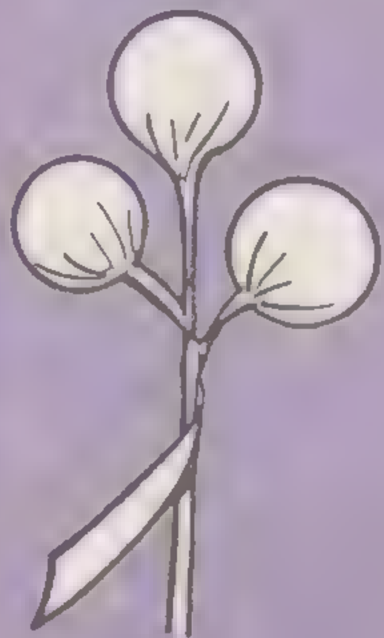


Fig. 5

Fig. 4

Welch's JELLIES AND

The delicious fresh fruit flavor of Welch's jellies and preserves makes them a welcome addition to any breakfast table. Besides the usual serving with toast or muffins, try spooning a tablespoon on hot cereal—it takes the place of sugar. The sweeter preserves, such as strawberry or grape, can be beaten up in the children's milk for a new taste treat.

FRENCH TOAST

1 egg, slightly beaten
1 cup milk
¼ teaspoon salt
Butter or other shortening
8 slices bread
Welch's jelly, marmalade, Grapelade®, or preserves

Mix egg, milk and salt. Melt butter or shortening in skillet. Dip slices of bread quickly in and out of liquid and saute until lightly browned on both sides. Add more shortening, if necessary. Serve hot with jelly, marmalade, Grapelade or preserves. Yield: 4 servings.

MARMALADE BISCUITS

Welch's orange marmalade
2 cups sifted flour
3 teaspoons baking powder
½ teaspoon salt
4 tablespoons shortening
¾ cup milk (about)

Sift flour, baking powder and salt. Cut in shortening. Stir in milk to make a soft dough. Knead on floured board about ½ minutes. Roll to ½ inch thickness. Cut into rounds or fancy shapes. Arrange on baking sheet and spread lightly with Welch's orange marmalade. Bake on ungreased sheet in hot oven (450° F.) 12 to 15 minutes. Yield: 14 to 16 biscuits.

VARIATIONS:

Roll dough to thickness of ¼ inch. Cut and spread half of the shapes with Welch's marmalade, Grapelade or jelly. Cover with remaining halves, brush with milk, and bake in hot oven (450° F.) 10 to 12 minutes.

Roll dough into oblong ¼ inch thick. Spread with softened butter and then with Welch's marmalade, Grapelade or jelly. Roll tightly and cut into slices 1 inch thick. Bake in a hot oven (450° F.) 12 to 15 minutes.

SPECIAL CORN MUFFINS

¾ cup cornmeal
1 cup sifted flour
4 teaspoons baking powder
1 teaspoon salt
4 tablespoons sugar
1 egg, well beaten
1 cup milk
3 tablespoons shortening, melted
12 teaspoons Welch's jelly, marmalade or Grapelade

Sift cornmeal, flour, baking powder, salt and sugar together. Combine beaten egg, milk and melted shortening and stir into dry mixture. Fill greased muffin pans ⅓ full of batter. Place 1 teaspoon of Welch's jelly, marmalade or Grapelade on top of batter in each muffin cup, and cover with remaining batter so that cups are not more than ⅔ full. Bake in moderately hot oven (425° F.) about 25 minutes. Yield: 12 medium-size muffins.

PRESERVES AT BREAKFAST TIME

STACKED GRIDDLE CAKES
(Sunday Brunch Special)

1½ cups flour
1 teaspoon salt
1 tablespoon sugar
3 teaspoons baking powder
2 eggs
1¼ cups milk (about)
¼ cup melted shortening
Welch's marmalade, Grapelade, preserves or jelly

Mix dry ingredients. Beat eggs, add milk and stir quickly into flour mixture. Stir in melted shortening and bake on both sides on pre-heated griddle in 5-inch cakes. (It is unnecessary to grease griddle.) As cakes bake, remove to warm platter. Serve 3 to 4 cakes put together with Welch's marmalade, Grapelade, preserves or jelly on individual plates. Cut with sharp knife into pie-shaped pieces. Yield: 6 servings.

Note: If desired, 8-inch cakes may be baked and put together in same fashion on a large serving plate.

MARMALADE TOAST

Spread sliced bread lightly with softened butter and arrange on baking sheet. Spread each piece with Welch's marmalade, Grapelade, preserves or jelly to within ½ inch of edge. Bake in moderately hot oven (400° F.) about 10 minutes until edges are lightly browned, and serve at once.

Welch's JELLIES AND

Want to make sure those lunch-box sandwiches are really eaten—every last bite? Then try spreading them with Welch's jellies or preserves. Grape Jelly, Grapelade, Apple Jelly, Currant Jelly, Strawberry Preserves those are just a few of the many delicious flavors we have. Tuck in a few cookies and some fresh fruit for dessert -and you have a lunch that's as delicious as it is nutritious. Special tip: for an added treat, fill the thermos with grape juice some time.

Try these with Welch's jellies

- Leftover meat
- Ham
- Peanut butter
- Cream cheese
- Cottage cheese
- Processed cheese
- Pork
- Beef

Try these with Welch's preserves

- Whole wheat, white or rye bread with butter
- Nut bread
- Cream cheese
- Tongue
- Peanut butter
- Chicken
- Duck

FILLED COOKIES

2½ cups sifted flour
1 teaspoon salt
¼ teaspoon soda
½ teaspoon nutmeg
½ cup butter or margarine
1 cup sugar
2 eggs
2 tablespoons milk
1 teaspoon vanilla

Mix and sift flour, salt, soda, and nutmeg. Cream butter or margarine until soft and blend in sugar gradually. Add eggs, one at a time, beating constantly until mixture is no longer grainy. Stir in milk and vanilla, and then flour mixture. Chill about 2 hours. Roll ⅛ inch thick on waxed paper. Cut into 3-inch rounds. Place a rounded teaspoon of Welch's jelly, marmalade, Grapelade® or strawberry preserves on one half of each round. Fold and press together with tines of fork. Bake in moderately hot oven (400° F.). Yield: About 4 dozen.

Note: Other shortening may be used if salt is increased to 1½ teaspoons.

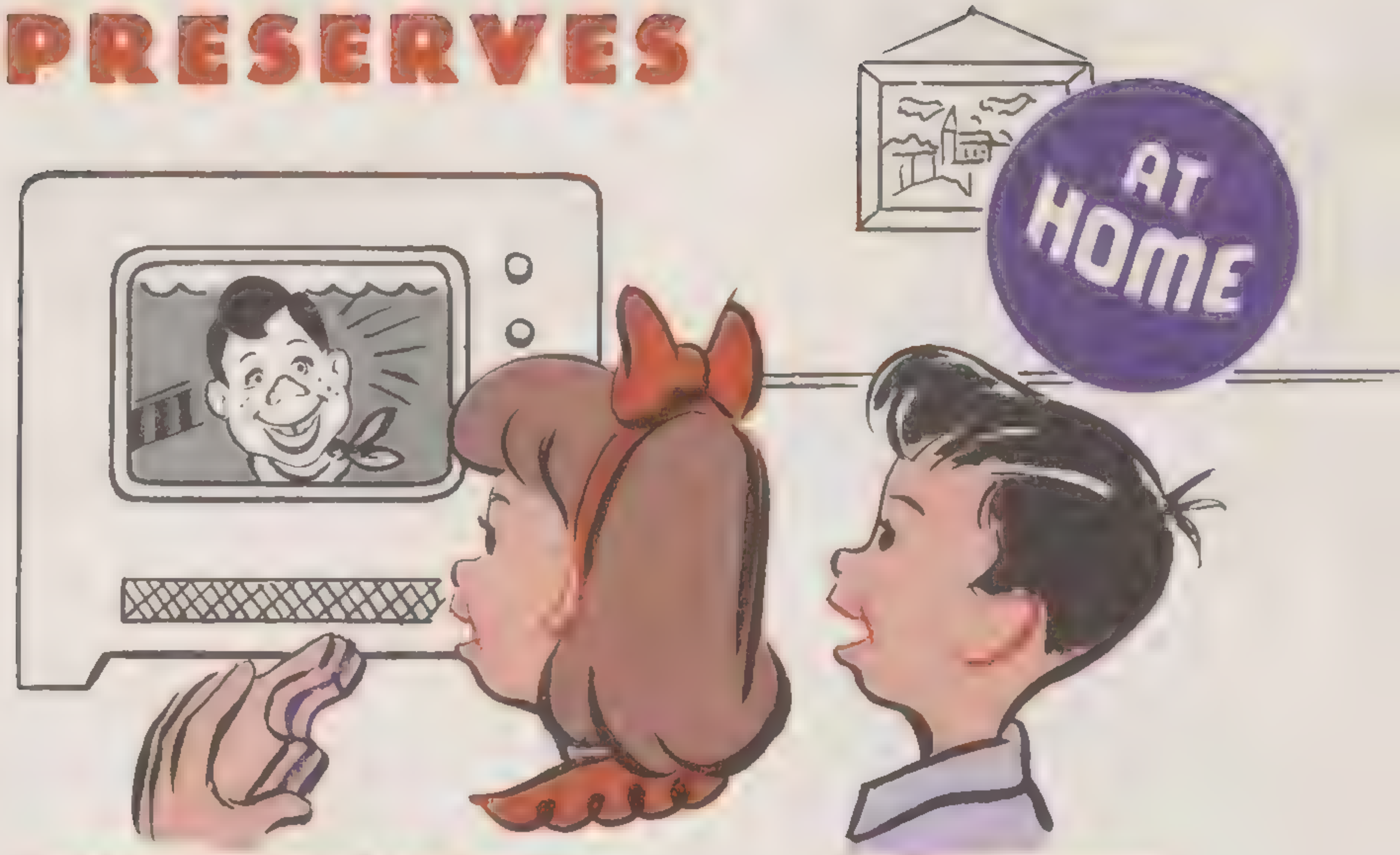
VARIATIONS:

Sprinkle filling with chopped nuts or shredded coconut.

GLAZED COOKIES

Use recipe for Filled Cookies. Chill dough. Roll ⅛ inch thick. Cut into fancy shapes. Glaze lightly center of each cookie with Welch's grape or apple jelly. Sprinkle with sliced almonds and bake in moderately hot oven (400° F.) about 6 minutes.

PRESERVES



ORANGE MARMALADE BREAD

3 cups sifted flour
5 teaspoons baking powder
½ teaspoon salt
1 cup finely chopped nuts
2 eggs, well beaten
1 cup milk
¾ cup Welch's orange marmalade
1 tablespoon grated orange rind

Sift together flour, baking powder and salt, and add chopped nuts. Mix beaten eggs with milk and orange marmalade and orange rind. Bake in greased 8 x 4 loaf pan in moderate oven (350° F.) about 1½ hours. Cool before slicing. Serve as luncheon dessert, or use for cream cheese sandwiches for lunch, lunch box, or for tea.

ROLLED STUFFED GRIDDLE CAKES

Use recipe for Griddle Cakes on Page 23. Spread each griddle cake liberally with cottage cheese and roll. Serve with marmalade, Grapelade, strawberry preserves or jelly.

DESSERT OMELET

4 egg yolks
¼ cup milk
½ teaspoon salt
1 tablespoon sugar
1 teaspoon baking powder
4 egg whites, stiffly beaten
1 tablespoon butter
Welch's strawberry preserves or grape jelly

Beat egg yolks, milk, salt, sugar and baking powder until well blended. Fold in stiffly beaten egg whites. Melt butter in skillet and pour in mixture. Cover and cook over low heat about 10 minutes until set. After 5 minutes, slash top several times with sharp knife and re-cover. Crease in center with blunt edge of knife. Spread one half with Welch's strawberry preserves or grape jelly. Fold and transfer to hot platter. Sprinkle with powdered sugar and serve at once. Yield: 4 to 5 servings.

MAKE MINE MEAT

WITH Welch's JELLIES AND PRESERVES

GLAZED LAMB

Choose shoulder of lamb. Rub with salt and pepper and bake in slow oven (325° F.) 1 hour. Remove from oven, pour off fat, and spread with Welch's grape jelly or Grapelade®. Return to oven and continue roasting about 1 hour until lamb is tender. Baste occasionally with liquid from pan. Remove roast to hot platter. Mix 3 tablespoons flour with cold water to a smooth paste. Add to liquid in bottom of pan and stir over low heat until gravy thickens. Add more water to thin to desired consistency, and bring to a boil again. Test for seasoning before serving.

Note: A roast shoulder of veal may be prepared in the same fashion with the following variations:

Sprinkle roast with bacon drippings or other shortening before baking. At the end of an hour, spread with Welch's grape jelly or Grapelade without draining off the fat.

GRAPE-MINT SAUCE

¼ cup vinegar
¼ cup mint leaves
½ cup Welch's grape jelly

Combine vinegar and mint leaves and let stand 1 hour. Drain and reserve mint leaves. Heat vinegar, add grape jelly and stir until jelly melts. Add mint leaves and serve hot with roast lamb or veal.

HOT SLICED MEAT WITH JELLY SAUCE

Slice cold roast meat ¼ inch thick. Saute slices lightly on both sides in butter or other shortening. Add ½ glass or whole glass of Welch's grape or apple jelly, according to the amount of meat. Heat until jelly has melted, basting meat occasionally.

WELCH'S ORANGE AND JELLY GARNISH FOR MEATS

Slice large orange and remove seeds, if present. Arrange around roast, meat or duck, and top each slice with a spoonful of grape or apple jelly.

MAKE MINE SALAD

WITH Welch's JELLIES AND PRESERVES

PEACH CREAM CHEESE AND JELLY SALAD

Drain canned peach halves, and fill each half with cream cheese. Top cheese with Welch's grape or apple jelly. Serve on bed of salad greens and pass French dressing or mayonnaise.

VARIATIONS:

Halved, peeled and pitted fresh peaches, or pared, halved and cored fresh pears or canned pear halves may be served in the same way.

JELLY FLAVORED MAYONNAISE FOR FRUIT SALAD

½ cup mayonnaise
¼ cup Welch's grape jelly
1 tablespoon vinegar

Beat mayonnaise with jelly and vinegar until well blended. Combine with prepared fruit and serve in lettuce cups.

GEE, I LOVE JELLY DESSERTS!

Tasty tidbits in their own right (a dessert tray of cheese, crackers and jellies is quick to prepare), Welch's jellies and preserves add a wonderful flavor to all desserts that may be getting "second-day" blues.

TARTS

Make pastry by your favorite recipe, or use quick method recipe given below. Bake tart shells and cool. Place a thin layer of jelly, Grapelade,® marmalade or strawberry preserves in shell. Top with unsweetened whipped cream.

EASY-MIX TART SHELLS

2 cups sifted flour
1 teaspoon salt
½ cup salad oil
5 tablespoons ice water

Sift together flour and salt. Combine oil and ice water in measuring cup. Beat with fork until thickened and creamy. To avoid separation, immediately pour all at once over flour mixture. Toss and mix with fork. The dough will be moist. Form into ball and divide in half. Shape each half with hands into a flat round. Place between 2 squares of waxed paper (about 12 inches square). Roll out until dough forms circle, reaching edges of paper. Remove top sheet of waxed paper. Cut rounds and fit into tart pans. Fold edge and flute. If desired, fit rounds of pastry over the back of large muffin pans. Prick entire surface of crust. Bake in hot oven (475° F.) 5 to 10 minutes. Yield: 6 large or 12 small tarts.

BREAD PUDDING

½ cup sugar
⅛ teaspoon salt
3 egg yolks, slightly beaten
3 cups scalded milk
1 teaspoon grated orange rind
5 slices buttered bread
Welch's strawberry preserves or Grapelade
6 tablespoons sugar
3 egg whites, stiffly beaten
Welch's grape jelly

Add ½ cup sugar and salt to slightly beaten egg yolks. Stir until well mixed and add milk and orange rind. Arrange bread in casserole and pour mixture over it Place casserole in pan of hot water and bake in slow oven (325° F.) about 40 minutes until custard sets. Remove from oven. Spread Grapelade, and cover with meringue made by beating the 6 tablespoons sugar into the stiffly beaten egg whites. Spread over the pudding and bake in slow oven (325° F.) about 10 minutes until meringue is lightly browned. Serve hot or cold garnished with spoonfuls of grape jelly. Yield: 6 servings.

JELLY ROLL

3 eggs
1 cup sugar
½ cup orange juice
3 tablespoons grated orange rind
1 cup sifted flour
1½ teaspoons baking powder
⅛ teaspoon salt
Confectioners' sugar
½ cup Welch's grape jelly or orange marmalade

Beat eggs until very thick and light in color. Beat in sugar gradually until sugar is dissolved. Add orange juice and rind. Mix and sift flour, baking powder and salt, and add to egg mixture. Spread in jelly roll pan 8½ x 13 inches lined with heavy waxed paper. Bake in moderate oven (375° F.) 25 to 30 minutes. Turn on waxed paper or towel sprinkled with confectioners' sugar. Quickly peel off paper and, if necessary, trim crisp edges of cake. Spread with Welch's grape jelly or orange marmalade and roll up in paper or towel. Cool before unwrapping.

STRAWBERRY WHIP

2 egg whites
⅛ teaspoon salt
½ cup Welch's strawberry preserves (or Grapelade or grape jelly)

Beat egg whites with salt until they stand up in peaks. Add strawberry preserves,Grapelade or jelly, gradually and beat until very stiff. Pile into sherbet glasses and serve with a custard sauce made with the 2 egg yolks, 1 cup milk, 2 tablespoons sugar and a dash of salt. Or serve with unsweetened whipped cream. Yield: 6 servings.

JELLY FROSTING

1 egg white
Dash of salt
½ cup Welch's grape jelly

Beat egg white with salt until it will stand up in peaks. Add jelly gradually, while beating constantly, until mixture is well blended. Spread on 1 layer of cake or on 12 cup cakes.

TRIFLE

2 eggs, well beaten
2 tablespoons sugar
Dash of salt
2 cups milk
½ cup Welch's strawberry preserves
2 sponge layers
¼ cup shredded, blanched almonds
¾ cup Welch's bottled grape juice or reconstituted frozen grape juice
Welch's grape jelly

Mix beaten eggs with sugar and salt in top of double boiler. Add milk and stir over hot water until custard thickens. Cool. Spread strawberry preserves between layers of cake. Sprinkle top with shredded almonds. Pour grape juice over this and then the custard sauce. Place in refrigerator over night. Serve garnished with whipped cream and spoonfuls of grape jelly. Yield: 6 to 8 servings.

Welch's Bedtime Stories

(TO BE TAKEN WITH A NITEY-NITE GLASS OF GRAPE JUICE)

JACK and the GRAPEVINE

Once there was a listless little boy named Jack who *drooped.*

But one day Jack found a package of magic grape seeds. And when he tossed them carelessly out the window, lo! . . . an enormous grapevine, loaded with luscious grapes, sprang up right in his own back yard.

Curious, Jack started to climb it ... And there at the top he saw—a huge Giant who roared in a huge voice:

"FEE, FI, FO, FUM—I WANT MY GRAPE JUICE, YUM YUM YUM!"

But as the Giant reached for the big bottle of Welch's he spied Jack, trembling. "Ho, ho," he bellowed, "Today I'll have my grape juice garnished with Little Boy..." And he put down the bottle and started for Jack . . .

But Jack dodged the Giant, and reached for the Welch's himself. "If Giants drink it, it must be terrific!" thought Jack, taking a quick gulp, and another.

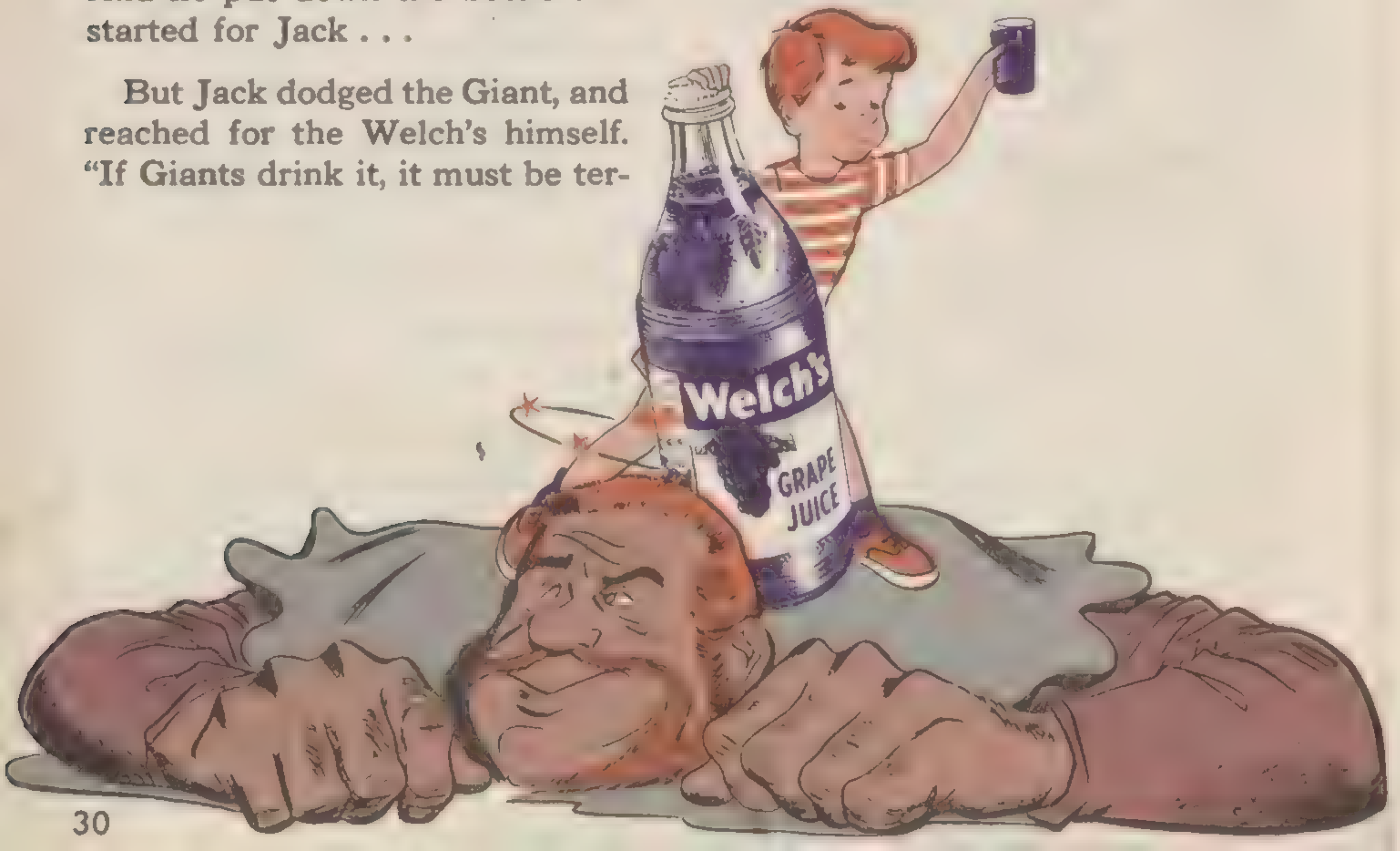
And zing! before you could say "Welch's gives you loads of Quick Food Energy, plus Vitamins, Minerals, Iron"—

Jack spurted for the grapevine, leaving the Giant far behind . . .

Down slid Jack, still clutching the bottle. Down came the Giant after him, still roaring "FEE, FI, FO, FUM . . . !"

But Jack had almost finished the grape juice, and was ready for the Giant at the bottom. Taking one last delicious swallow, he TWIRLED the Giant around his head . . . and . . .

HURRAY FOR THE GRAPE JUICE! *BANG* WENT THE GIANT!



SLEEPY BEAUTY and the GRAPE JUICE

Once upon a time, a King and Queen had a beautiful little daughter, who was their pride and joy.

But a Wicked Fairy, jealous of her beauty, put an evil spell on her.

"I shall make her a *Sleepy* Beauty," she swore. And from that time the poor Princess was always half asleep in the morning . . . too listless to eat breakfast, too tired to play . . .

But one day a handsome young Prince, traveling through the land, heard the story of Sleepy Beauty.

The Prince knew what to do. He called for his crystal pitcher and Welch's new Frozen Concentrated Grape Juice!

"Make haste to the scullery," he ordered his servant. "My luscious purple potion shall undo that fiendish spell . . ."

When the Prince reached the Princess' tower bearing the frosty pitcher of Welch's, there was Sleepy Beauty on a couch, eyes tight shut.

The Prince bent over and whispered this incantation:

"Welch's gives you all three—Quick Energy, Minerals, Vitamin C."

And the Princess slowly opened her eyes, reached for the pitcher and said, "Ah-h, *this* is what I've been waiting for . . . !"

But suddenly the Wicked Fairy flew in the window with a shriek. "Once she wakes up to Welch's, I'm done for!" she cried, and tried to dash the glass from Sleepy Beauty's hand.

But the Princess took a long, luscious drink of Welch's, and her eyes sparkled, and she skipped about.

Then she quickly aimed the pitcher straight as an arrow for the Wicked Fairy's head, and . . .

HURRAY FOR THE WELCH'S . . . *CLUNK* WENT THE WICKED FAIRY!

BEVERAGES

Grape Juice, Frosted 7
Grape Juice, Frozen 4
Grape Juice Lemonade 13
Grape Juice Soda 7
Grape Juice with soda or gingerale 13
Iced Grape Tea 13
Punch, #1 12
Punch, #2 12
Punch, Variations for #1 & #2 12
Purple Cow 7
Sugar Syrup for sweetening punches 12

BISCUITS and BREADS

Biscuits, Marmalade 22
Bread, Orange Marmalade .. 25
Griddle Cakes, Rolled Stuffed 25
Griddle Cakes, Stacked 23
Muffins, Special Corn 22
Sandwiches, Lunch Box 24
Toast, French 22
Toast, Marmalade 23

BREAKFAST DISHES

Grape Juice Appetizers 4
Grape-flavored Grapefruit ... 5
Grape-flavored Sliced Bananas 5
Griddle Cakes, Rolled Stuffed 25
Griddle Cakes, Stacked 23
Melon Balls in Grape Juice .. 14
Muffins, Special Corn 22
Sectioned Oranges with Grape Juice 5
Toast, French 22
Toast, Marmalade 23

FRUITS

Apples, Baked in Grape Juice 14
Bananas, Baked 14
Bananas, Grape-flavored sliced 5
Fruit Cup 14
Fruit, Jellied 10
Grapefruit, Broiled with Grape Juice 14
Grapefruit, Grape-flavored 5
Melon Balls in Grape Juice 14
Oranges, Sectioned, with Grape Juice 5

DESSERTS

Baked Apples in Grape Juice 14
Baked Bananas 14
Bavarian Cream 10, 11
Bread Pudding 28
Broiled Grapefruit with Grape Juice 14
Cookies, Filled 24
Cookies, Glazed 24
Dessert Omelet 25
Fruit Cup 14
Grape Chiffon Pie 11
Grape-Lemon Gelatine 10
Grape Juice Gelatine 11
Grape Juice Sponge 11
Grape Juice Sundae 7
Grape Juice Whip 10
Jellied Fruit 10
Jelly Frosting 29
Jelly Roll 28
Melon Balls in Grape Juice 14
Strawberry Whip 29
Tarts and Tart Shells 28
Trifle 29

LUNCHEON DISHES

Casserole of Chicken 9
Lunch Box Sandwiches 24
Peach and Jelly Salad 27
Rolled Stuffed Griddle Cakes 25

MEATS

Beef Pot Roast 8
Casserole of Chicken 9
Glazed Lamb 26
Glazed Roast Chicken 8
Glazed Smoked Ham Loin 9
Meat with Jelly Sauce 26
Roast L. I. Duckling 9
Sliced Leftover Roast 8

MEAT SAUCES

Grape-Mint Sauce 26
Jelly Sauce for Hot Meat 26
Orange & Jelly Garnish for Meats 26

SALADS

Jellied Fruit 10
Peach, Cheese and Jelly 27
Jelly-flavored Mayonnaise 27

MISCELLANEOUS

Howdy Doody Party 15-19
Purple Party 20-21
Bedtime Stories 30, 31

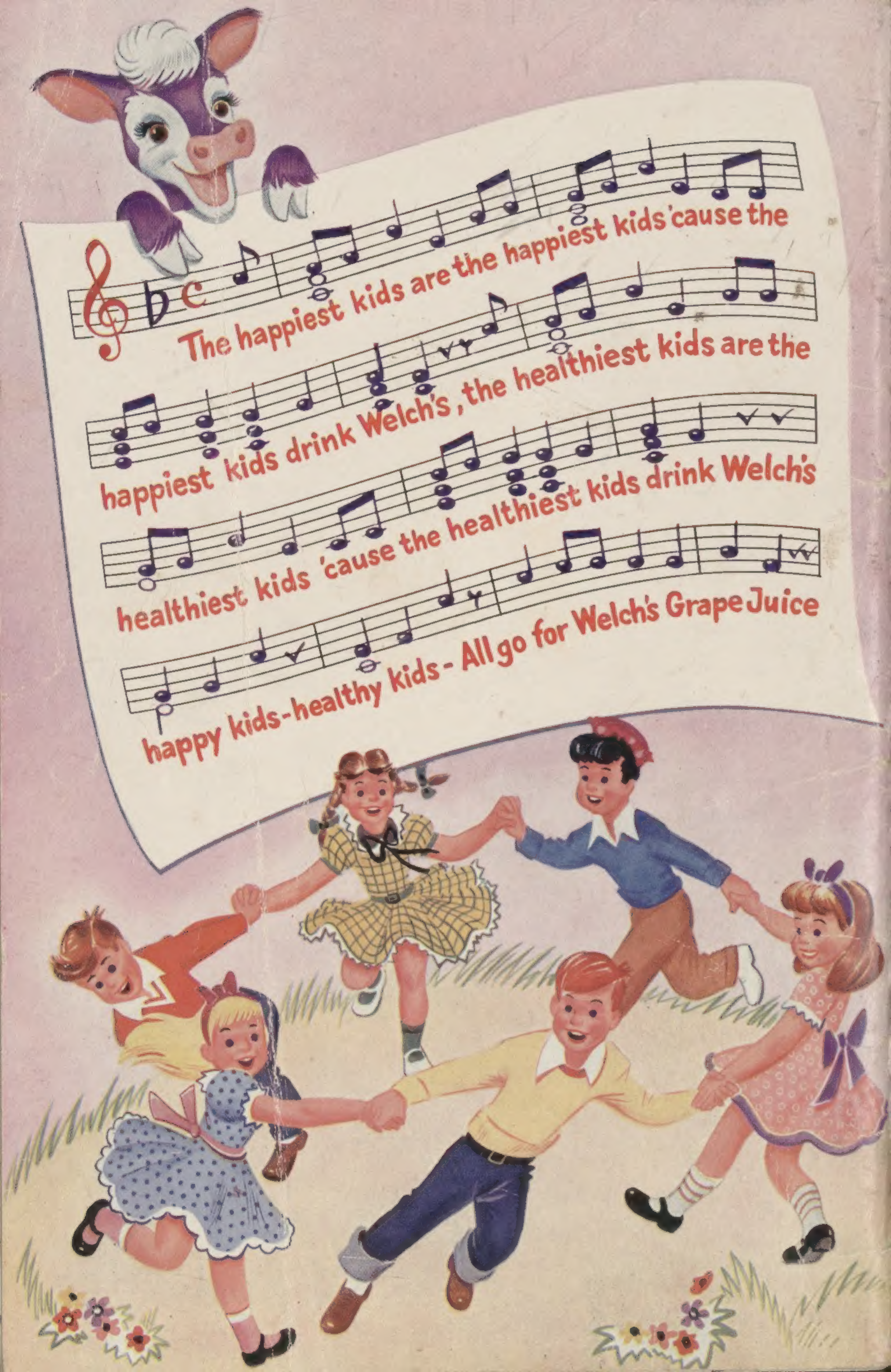
HOWDY DOODY SAYS,

THEY ARE MY FAVORITES

Code 15-39-3-52

LITHO IN U. S. A.

"MY FAVORITE SPREAD"
Welch's
Welch's
10 OZS. NET
PURE CONCORD
GRAPE
JELLY
Welch's
WITH
Vitamin-C
ADDED
CONCENTRATED FROZEN
PURE CONCORD
GRAPE JUICE
VITAMIN C AND SUGAR ADDED
Welch's
GRAPE
JUICE
"MY FAVORITE SPREAD"
Welch's
Welch's
10 OZS. NET
GRAPELADE
PURE CONCORD
GRAPE JAM


The happiest kids are the happiest kids 'cause the
happiest kids drink Welch's, the healthiest kids are the
healthiest kids 'cause the healthiest kids drink Welch's
happy kids-healthy kids-All go for Welch's Grape Juice